

DESIGN AND BRAND GUIDELINES



Welcome to the fresh
Aragon Brand Guidelines.

This document contains all
you need to know about how
the new identity should be
used in different supports.

We hope you enjoy getting to
know our brand better.

OUR VISION

Aragon lets you freely organize and collaborate without borders or intermediaries. Create global, bureaucracy-free organizations, companies, and communities.

OUR TAGLINE

Build unstoppable organizations

LOGOTYPE

Effective

Smart

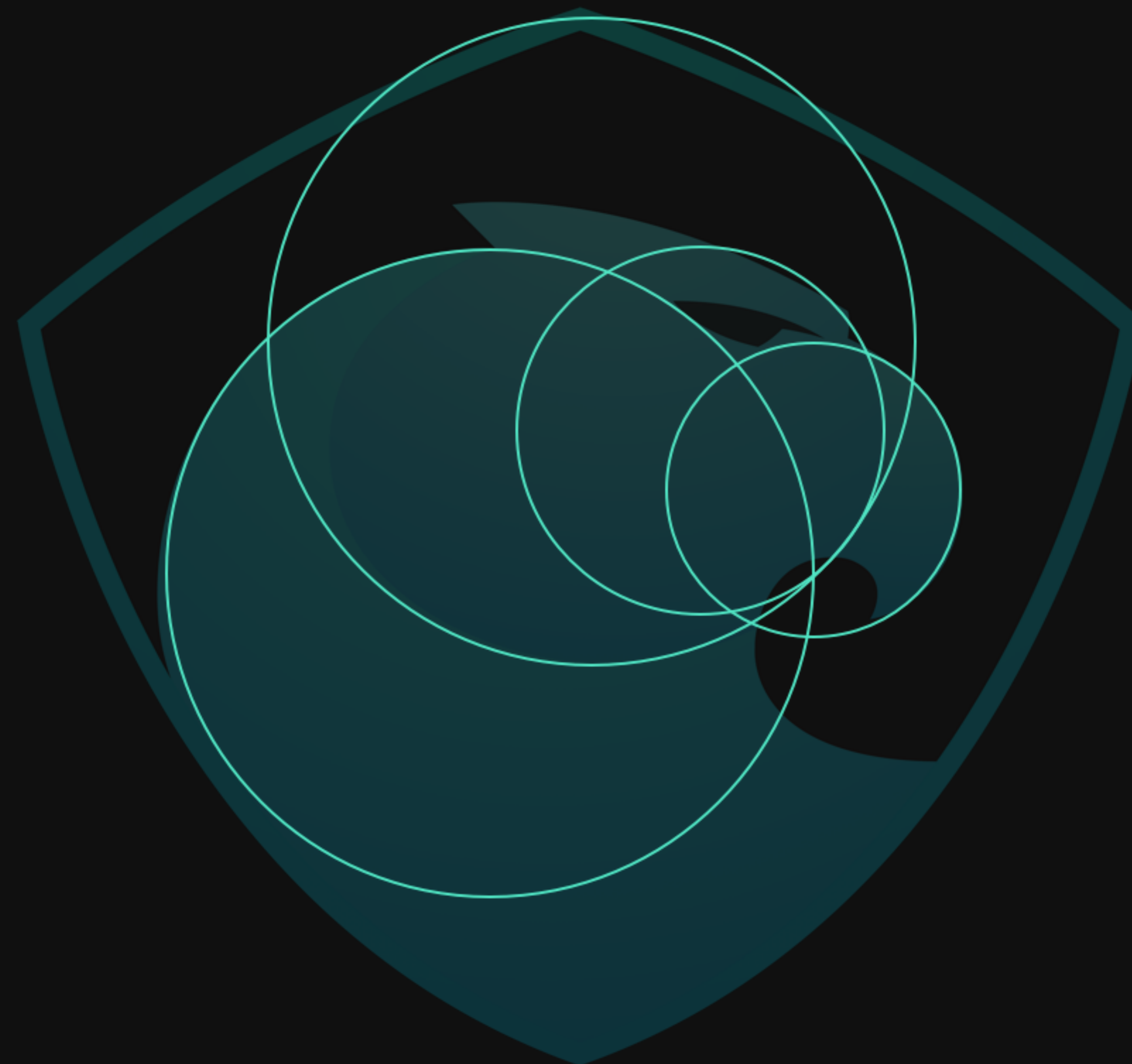
Freedom



ISOTYPE

LOGOTYPE



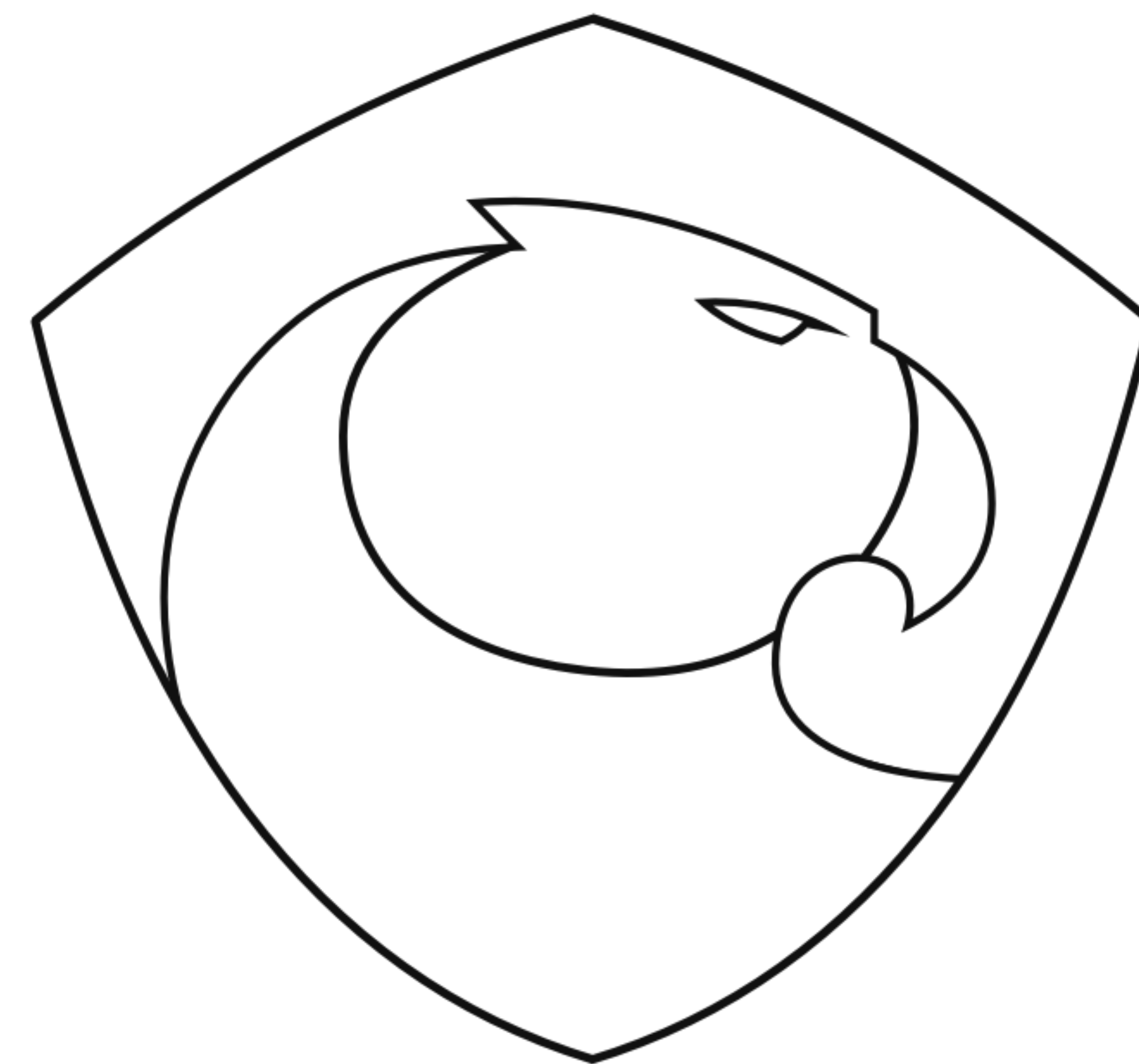












ARAGON



👁 Please, respect the security areas

COLOR USE



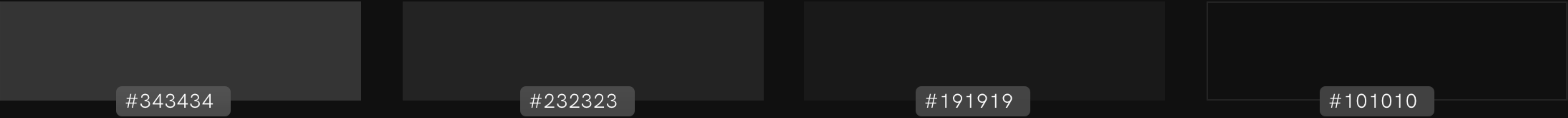
OFFICIAL GRADIENT



COLORS



BLACK SCALE



 PLEASE,
DON'T DO THIS



**DON'T CHANGE THE
OFFICIAL BRAND COLOR**



**DON'T SCALE THE LOGO
WITHOUT PROPORTIONS**



**DON'T USE UNOFFICIAL
VERSIONS OF THE LOGO**



**DON'T ADD NEW ELEMENTS
TO THE BRAND**



**DON'T ROTATE THE
LOGO**



**DON'T PLAY WITH
WEIRD BACKGROUNDS**

GOOD USE EXAMPLES









TYPOGRAPHY

OFFICIAL FONT BRAND UNIVERSE

HK Grotesk

WEIGHTS IN USE

Fight for freedom

BOLD

Fight for freedom

MEDIUM

Fight for freedom

REGULAR

Fight for freedom

LIGHT

OFFICIAL FONT PRODUCT

Overpass

WEIGHTS IN USE

Fight for freedom

BOLD

Fight for freedom

REGULAR

Fight for freedom

LIGHT

Fight for freedom

THIN

ICON STYLE



ARAGON SUBBRANDS



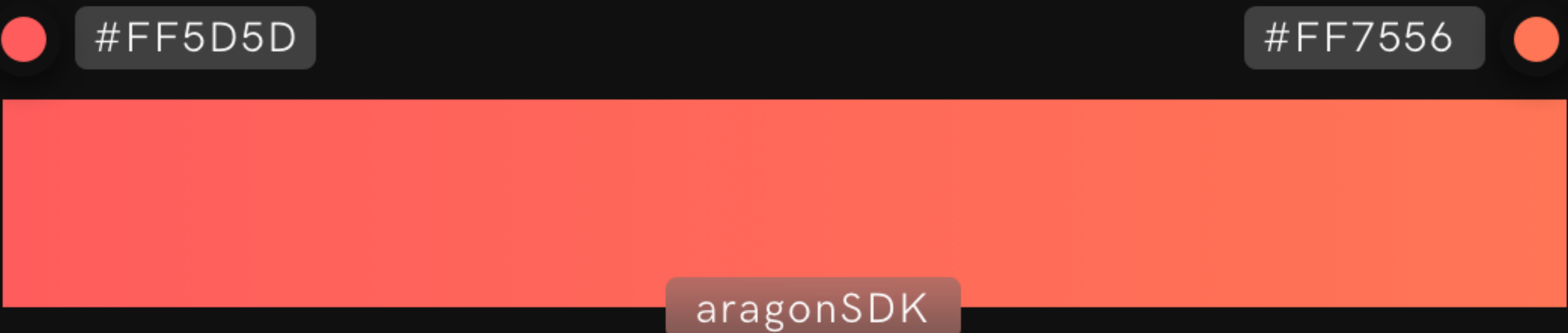
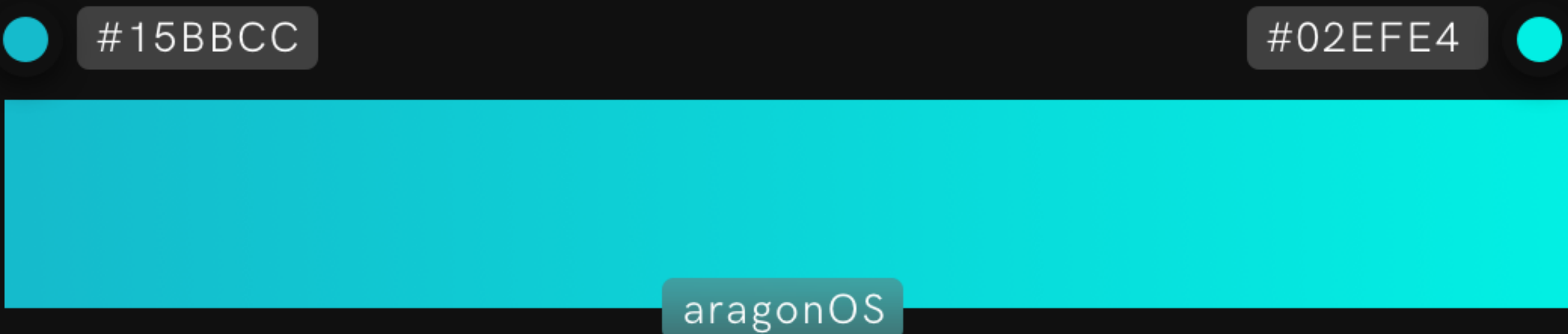
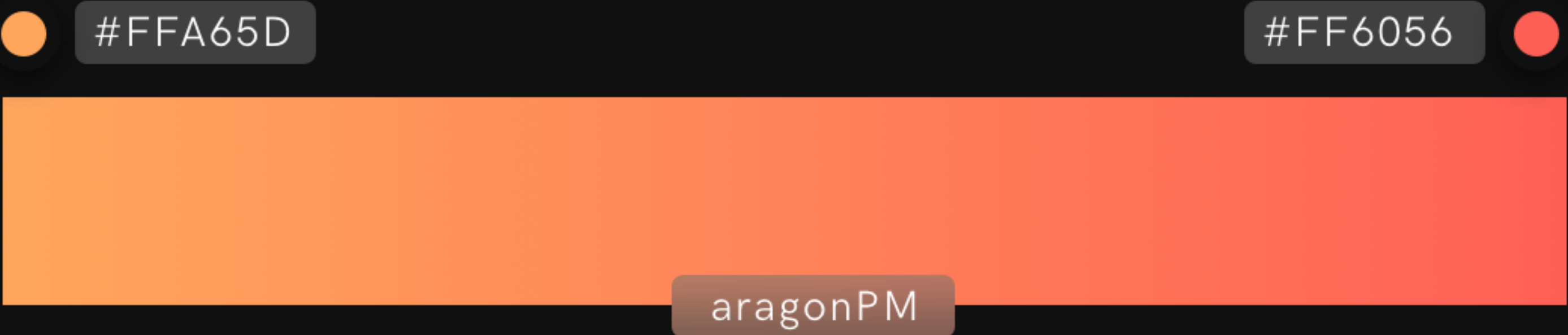
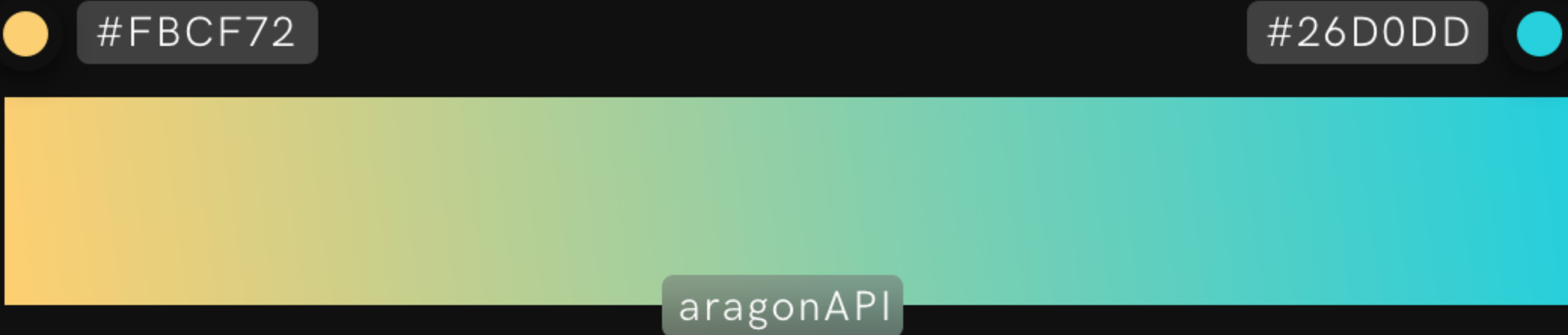
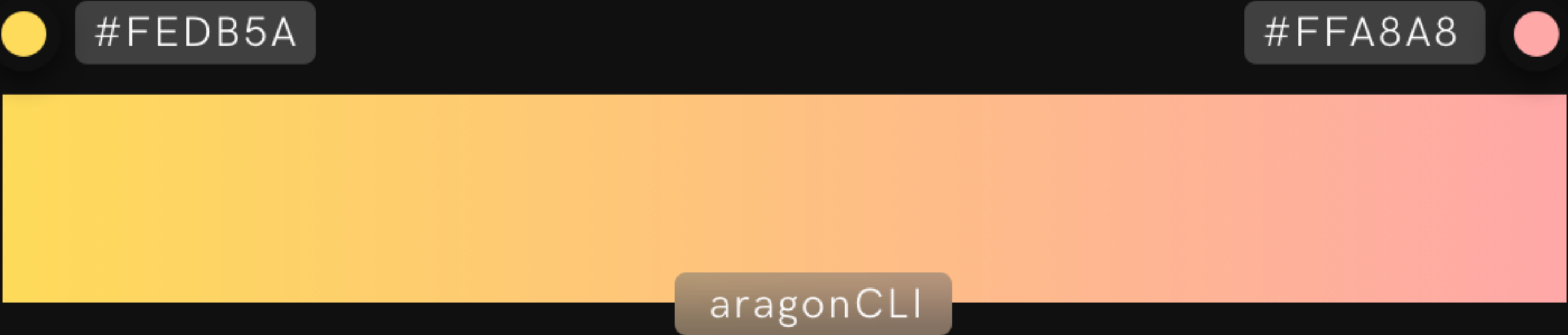
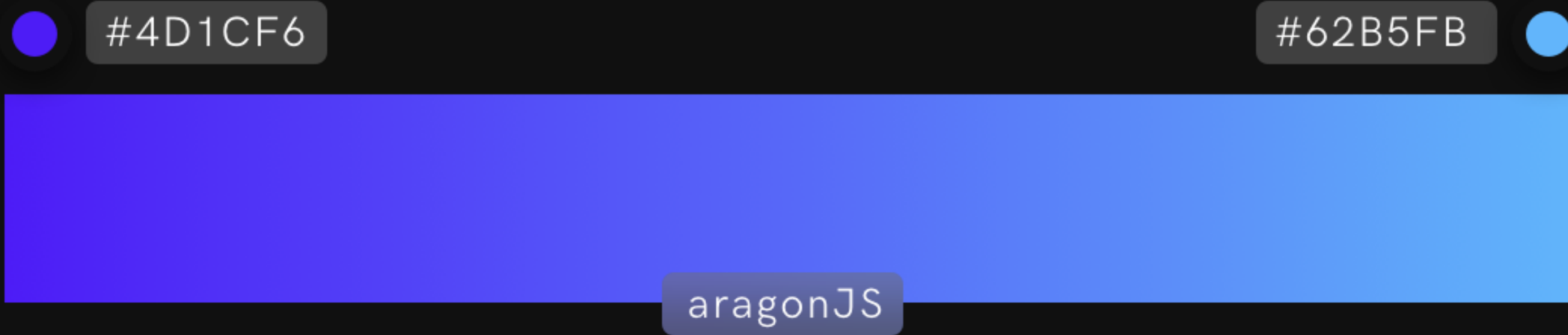


----- ELEMENT 01
ICON SECTION

----- ELEMENT 02
GLASS SECTION

----- ELEMENT 03
COLOR SECTION

SUBBRANDS GRADIENTS

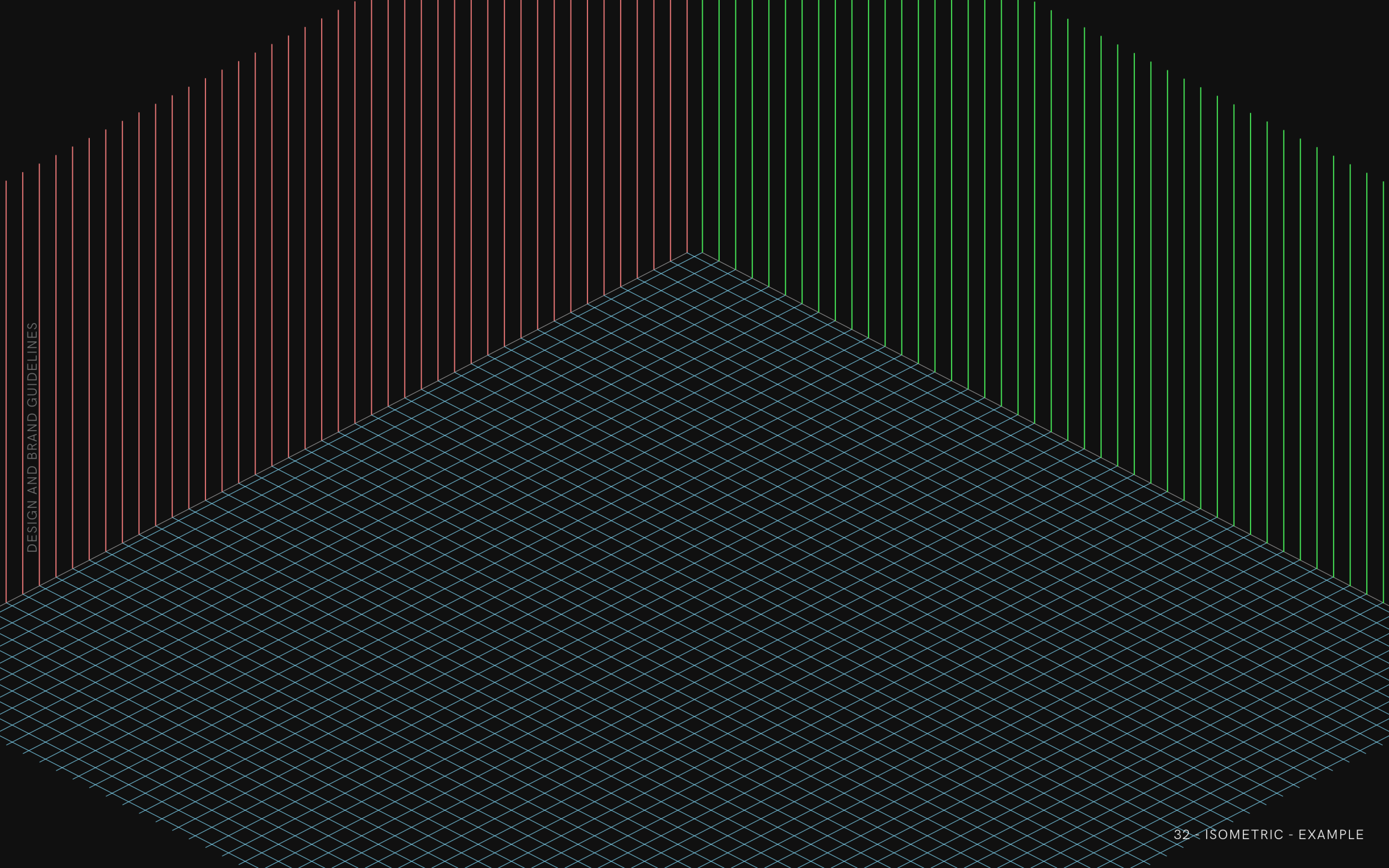




DESIGN LANGUAGE

DESIGN LANGUAGE - CONCEPTS

ISOMETRIC



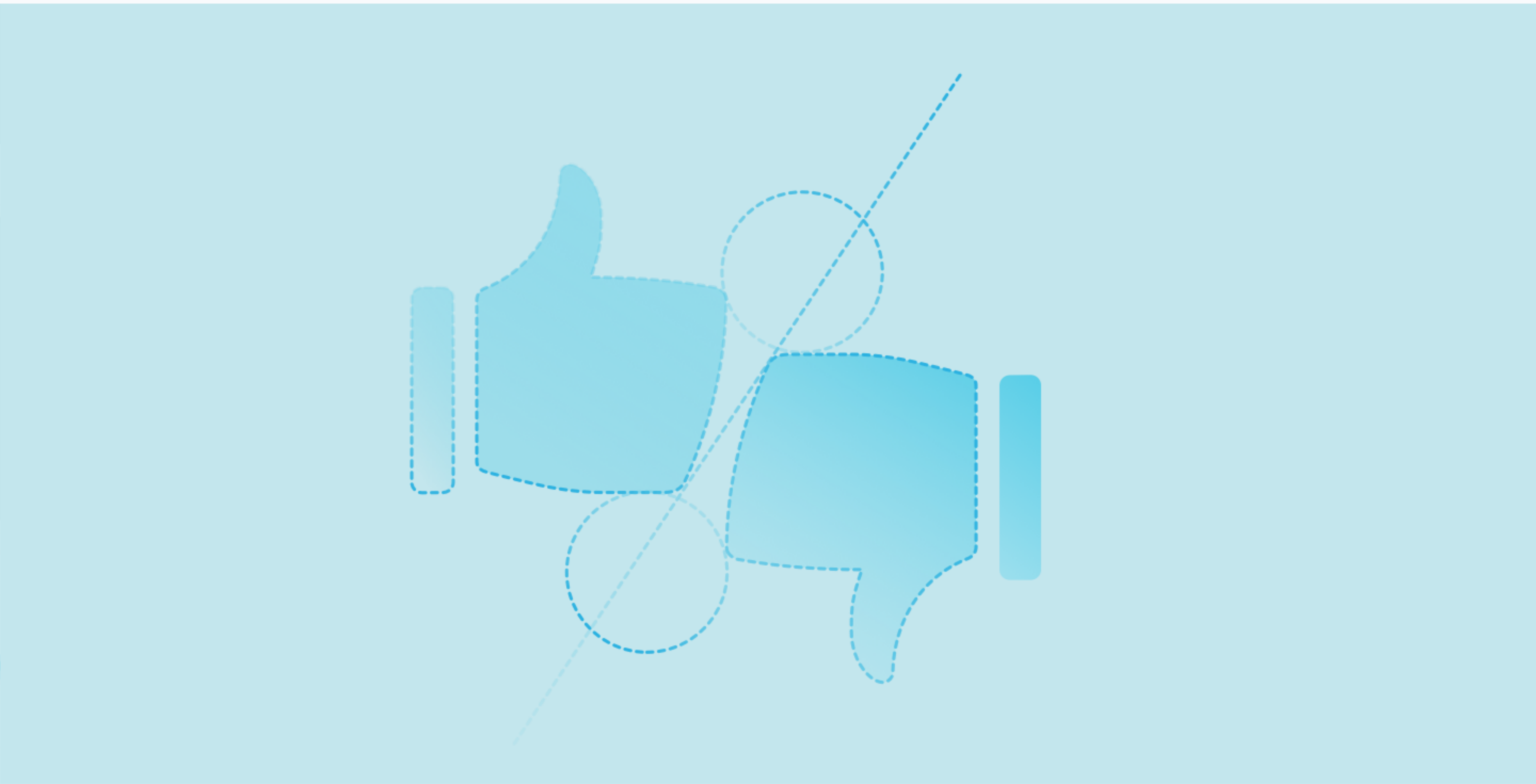






DESIGN LANGUAGE - CONCEPTS

SIMPLICITY, FRIENDLINESS



DESIGN LANGUAGE - CONCEPTS

SOFT AND CLEAN IMAGES



----- LAYER 01
SOLID COLOR

BLACK & WHITE
PHOTO -----



$\Phi \approx 1.61803398875$



The
community
awaits you

1.0

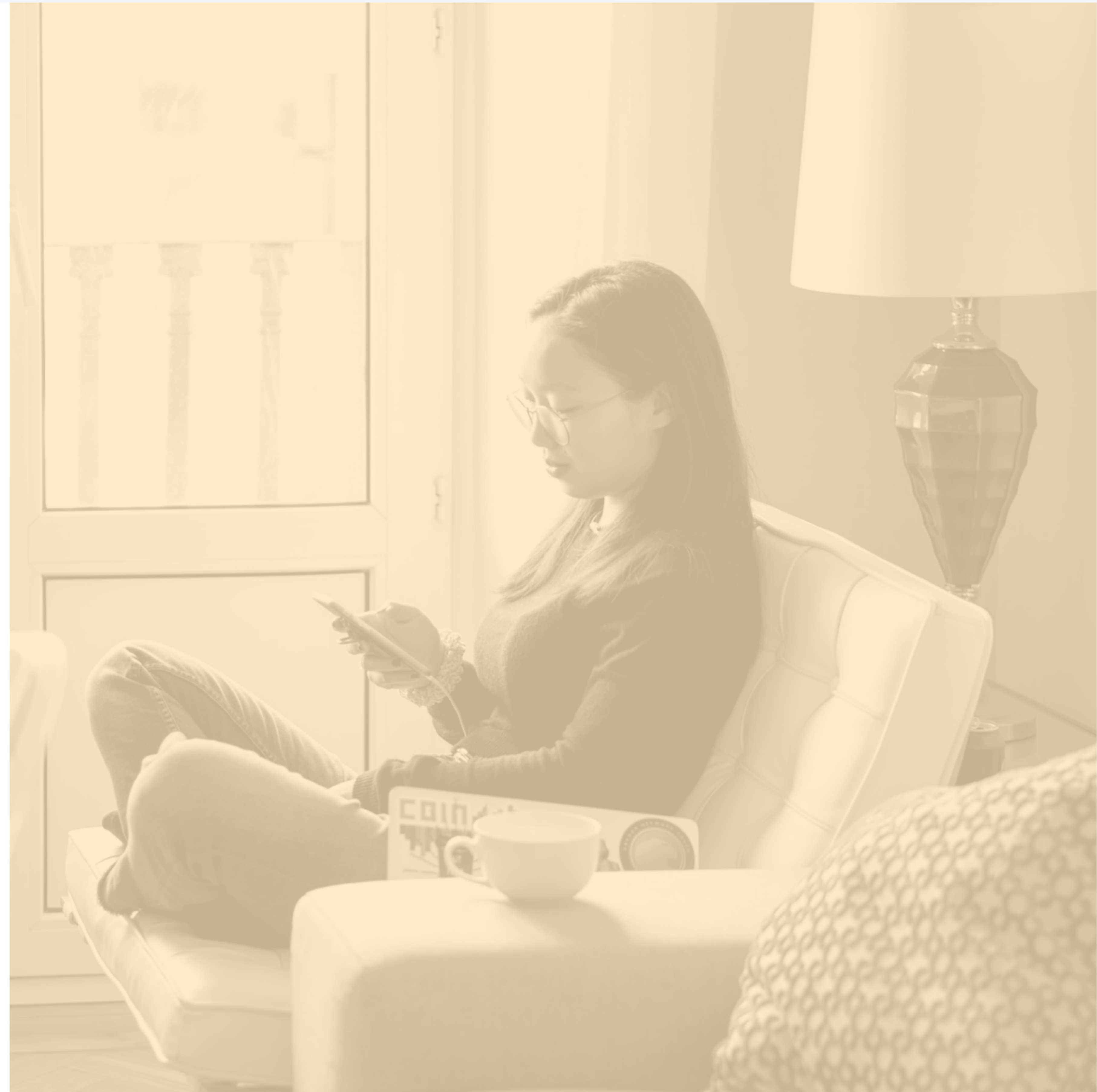
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The
community
awaits you

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21st century organizations

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Built-in transparency

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Organizations that work for you

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